MASTER OF PROFESSIONAL STUDIES IN THE FIELD OF PUBLISHING

Program Director: J. Warren

Designed for current and aspiring professionals, including post-bachelor and post-graduate students with degrees in other disciplines, the master of professional studies in publishing offers evening courses at George Washington University's convenient Alexandria Education Center and online, allowing students to complete the degree in two years while working.

The curriculum is regularly reviewed by faculty, which includes nationally and internationally recognized leaders in print and digital publications. This ensures that the MPS provides a solid background for entry into all areas of publishing. Professionals already in the field of publishing can use this program to enhance their careers with exposure to the latest technological advances. To earn the MPS, students must complete 30 credit hours. Core coursework provides a broad foundation of the entire industry, regardless of method of delivery (book, journal, or online), with five tracks focusing on professional roles: editorial, business, design, marketing, and technology.

Visit the program website (http://cps.gwu.edu/publishing/) for additional information.

ADMISSIONS

Admission deadlines:	Fall Priority Deadline - February 1; Fall Final Deadline - April 1
Recommenda required:	Two letters of recommendation – one from a professor or academic advisor and one from a professional supervisor, if possible. (Students with a cumulative GPA of 3.5 or higher need only one letter of recommendation.)
Prior academic records:	Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.
	Transcripts from institutions outside the United States must be accompanied by an official transcript evaluation from an accredited independent evaluating agency. Please be sure you request a detailed evaluation that includes all course titles, credit hours, grade-point average (GPA), United States degree equivalency, and date of degree conferral. Please see the list of acceptable foreign credential evaluation services (https://www.naces.org/members.php).
Statement of purpose:	In an essay of 250-500 words, state your purpose in undertaking graduate study in this field and describe your academic objectives, research interests, and career plans. Also, discuss your related qualifications, including collegiate, professional, and community activities, as well as any other substantial accomplishments not already mentioned on the application form.
Additional requirements	A resumé.
International applicants only:	International students requesting a student visa from GW are not eligible to apply for this program.

Supporting documents not submitted online should be mailed to:
College of Professional Studies – Office of Admission
Alexandria Education Center
413 John Carlyle Street, Suite 250
Alexandria, VA 22314

Contact for questions:
CPS Office of Admission
applycps@gwu.edu ~ 571-553-0100 (phone) ~ 202-242-1047 (fax)
8:30 am – 5:00 pm EST, Monday through Friday

REQUIREMENTS

The following requirements must be fulfilled: 30 credits, including 13 credits in required courses and 17 credits in additional coursework.

Code	Title	Credits
Required		
PSPB 6201	Book and Journal Publishing	
PSPB 6203	Business of Publishing	
PSPB 6205	Copyright Law in Publishing	
PSPB 6207	Marketing Strategies	
PSPB 6251	Fundamentals of Electronic Publishing	
PSPB 6281	Ethics in Publishing	
Additional coursework		
17 credits. At least one course must be taken from each of the three groups below. The remaining credits can be taken in any other courses on this list as electives; additional elective options are available as special projects and independent study.		
Editorial group		
PSPB 6126	Children's Publishing and Media	

PSPB 6215	Editing Special Projects
PSPB 6216	Mastering Book Acquisitions
PSPB 6218	Trade Book Acquisitions
PSPB 6220	Professional Copyediting
PSPB 6261	Contracts, Rights, and Permissions
Business and marketing group	
PSPB 6221	Publishing Management, Organization, and Strategy
PSPB 6222	Accounting and Finance for Publishers
PSPB 6223	Global Publishing
PSPB 6225	Audiobook and Podcast Publishing
PSPB 6236	Publishing Entrepreneurship
PSPB 6270	Research in Publishing
PSPB 6272	Book Publicity and Promotion
Technology, production, and design group	
PSPB 6212	Accessibility in Digital Publishing
PSPB 6213	Elements of Book Design
PSPB 6232	Production Management
PSPB 6238	Publishing Special Projects
PSPB 6256	E-Publishing Technologies
PSPB 6259	E-Publishing Tools

COURSES

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level undergraduate courses that can also be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

PSPB 6126. Children's Publishing and Media. 2 Credits.
Explores the children's media industry with a focus on book publishing. Overview of children's and YA print, digital, audio, and video segments. Reviews business opportunities, market analysis, trends, demographics, acquisition, and outreach. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6201. Book and Journal Publishing. 3 Credits.
Fundamental aspects of the publishing industry, including business models, acquisitions, production, marketing, and sales for both books and journals. Challenges to the industry and strategic decisions formed and communicated by publishers.

PSPB 6203. Business of Publishing. 2 Credits.
Business operations in the publishing industry and how various business practices impact the publishing ecosystem. Book acquisitions, contracts, business plans, and distribution strategies.

PSPB 6205. Copyright Law in Publishing. 3 Credits.
Provides students with a foundation in U.S. copyright law as it applies to print and electronic media. Key concepts include exclusive rights, fair use, remedies for infringement, and overall challenges in the application of the law to all media.

PSPB 6207. Marketing Strategies. 2 Credits.
Overview of marketing and promotional strategies for print books, e-books, audiobooks, and other publishing products. The considerations and decisions a marketer must make to help make a publishing product successful.

PSPB 6212. Accessibility in Digital Publishing. 2 Credits.
Digital accessibility standards, policies, remediation methods, and ethical considerations to ensure equitable access to information for all.

PSPB 6213. Elements of Book Design. 2 Credits.
The role of design in the publishing process. How components of book design, such as typography, imagery, page layout, cover design, printing, and production affect, and are affected by, content, tone, function, and intended audience. Recommended background: Prior completion of PSPB 6259.

PSPB 6214. Professional Editor. 3 Credits.
The editorial function and importance of editorial judgment as personified in the acquisitions, developmental, substantive, and copy editor roles. Freelance editing, editorial management, challenges facing the professional editor, and potential editorial career trajectories. Prerequisite: PSPB 6201.

PSPB 6215. Editing Special Projects. 1 Credit.
Hands-on, real-world editing, peer review, and evaluation of publishing projects. Practical experience editing special projects, which may include journals, open educational resources, monographs, and books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6214.

PSPB 6216. Mastering Book Acquisitions. 2 Credits.
How publishers identify, select, and publish books. The role of the acquisitions editor in identifying projects, working with authors, and assessing project viability for trade, professional, and scholarly books. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6218. Trade Book Acquisitions. 2 Credits.
The editorial process and responsibilities of a trade book acquisitions editor. Submission evaluations, acquisitions pitches, market research, manuscript development, author management, and positioning books in the market. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6220. Professional Copyediting. 2 Credits.
Professional aspects of being a copyeditor, covering the scope and responsibilities of copyediting; tools, resources, and systems for working efficiently; and strategies for working effectively with others involved in a project.

PSPB 6221. Publishing Management, Organization, and Strategy. 2 Credits.
Acquire and process relevant management knowledge, learn to think critically about management issues, and apply this knowledge to the realities of publishing and digital content delivery in the twenty-first century. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6222. Accounting and Finance for Publishers. 2 Credits.
Accounting and finance in a publishing operation, not as creators of financial documents, but as users of financial information. Emphasis on evaluating financial results in terms of organizational success and viability. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6223. Global Publishing. 2 Credits.
The global publishing landscape and the opportunities and challenges it presents. Individual trends and forces that impact key markets throughout the world. Effective strategies for expanding to global markets. Prerequisites: PSPB 6201 and PSPB 6203.

PSPB 6225. Audiobook and Podcast Publishing. 2 Credits.
Overview of the audio publishing industry and the ever-expanding options in audio-first content. Audio landscape, business models, rights and licensing, production, distribution, and marketing. Prerequisites: PSPB 6201. Recommended background: Prior completion of PSPB 6203.

PSPB 6232. Production Management. 2 Credits.
Publishing production and product life cycles. Students develop products, plan and specify requirements, select vendors, and learn about integrating digital products into print production processes. Prerequisites: PSPB 6201.

PSPB 6236. Publishing Entrepreneurship. 2 Credits.
Using elements of entrepreneurship and business planning to learn strategies for creating a publishing start up, developing a new imprint, or launching a side venture for an existing publishing business. Prerequisites: PSPB 6203.

PSPB 6238. Publishing Special Projects. 1 Credit.
Students work on management, strategy, marketing, and operations of the GW Journal of Ethics in Publishing and other publishing projects. In groups and individually, students oversee marketing, strategy, and operations for actual projects. Restricted to students in the MPS in publishing program.

PSPB 6251. Fundamentals of Electronic Publishing. 2 Credits.
Digital technologies and trends that have transformed the publishing industry in recent decades, including standards, business models, and technologies and approaches used in electronic publishing.

PSPB 6256. E-Publishing Technologies. 2 Credits.
Overview of current and emerging content technologies, software and hardware components of a typical publishing system, enabling standards, and publishing systems architecture. Restricted to students in the MPS in publishing program. Prerequisites: PSPB 6251.

PSPB 6259. E-Publishing Tools. 2 Credits.
Employs tools to produce both book and magazine page layouts, while delving into style sheets, master pages, importing different file types, and rendering on different platforms. Considers print-ready projects and ways to use multimedia. Prerequisite: PSPB 6251.

PSPB 6261. Contracts, Rights, and Permissions. 2 Credits.
Explores intellectual property rights, contracts, licenses, and ways publishers transfer, manage, or protect rights. Students learn to evaluate and negotiate contract and licensing opportunities, manage permissions, and protect intellectual property. Prerequisites: PSPB 6201 and PSPB 6205. Recommended background: Prior completion of PSPB 6203.

PSPB 6270. Research in Publishing. 2 Credits.
Research methods for product, market, and scholarly research in publishing. Design, conduct, analyze, and communicate research, answering key questions to produce impact and address ethical considerations and best practice in publishing research. Prerequisites: PSPB 6201 or PSBP 6203.

PSPB 6272. Book Publicity and Promotion. 2 Credits.
Overview of strategies, objectives, and tactics for promoting and publicizing new books, monographs, and other publishing products, using examples from trade, academic, and electronic publishing. Prerequisites: PSPB 6201 and PSPB 6207.

PSPB 6280. Applied Ethics in Publishing. 1 Credit.
Students work with publishers, advocacy groups, or community groups on a project that applies ethical theories to real-world publishing situations.

PSPB 6281. Ethics in Publishing. 1-2 Credits.
Ethical issues in publishing, including censorship, intellectual property rights, plagiarism, open access, business practices, and environmentally-responsible publishing. Issues of diversity, inclusion, and accessibility. Restricted to second-year students in the MPS in publishing program.

PSPB 6290. Advanced Topics in Publishing. 3 Credits.
Topics vary by semester. Can be repeated provided the topic differs. Consult the Schedule of Classes for more details.

PSPB 6291. Independent Study. 3 Credits.
Independent study related to a relevant topic or trend in the publishing industry selected by the student.

PSPB 6298. Digital Publishing Special Projects. 2 Credits.
Students address a real-world problem using publishing theory and application and consideration of workflows, product life cycle, schedules, deliverables, and dissemination. Prerequisites: PSPB 6251; and PSPB 6256, or PSPB 6257, or PSPB 6259.